GOVERNMENT OF INDIA
URBAN DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:1125
ANSWERED ON:08.02.2017
Swachh Survekshan
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Will the Minister of URBAN DEVELOPMENT be pleased to state:

Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether the Government has commissioned Swachh Survekshan 2017 to study the progress of Swachh Bharat Mission (SBM) and rating of the cities and if so, the details thereof;

(b) whether any agency has been appointed to conduct the survey and if so, the details thereof;

(c) the number of cities covered/likely to be covered under the survey and methodology of data collection along with the time by which the result of the Survekshan is likely to be announced;

(d) whether the Government is likely to assess the impact of the mission on the basis of data collected and if so, the details thereof; and

(e) the other steps taken/being taken to make the SBM successful and to create awareness amongst all sections of the society for cleaner cities?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT

(RAO INDERJIT SINGH)

(a): Yes, Madam. The Swachh Survekshan 2017 has been commissioned by Ministry of Urban Development (MOUD) under Swachh Bharat Mission (Urban) to rank cities on various cleanliness parameters (sanitation and Solid Waste Management) of Swachh Bharat Mission. The Swachh Survekshan, 2017 aims to evaluate cities and towns on the basis of their overall cleanliness, including sanitation and solid waste management and is being conducted among 435 AMRUT towns and cities. The objective of the survey is to encourage large scale citizen participation and create awareness amongst all sections of society about the importance of working together towards making towns and cities a better place to live in. Additionally, the survey also intends to foster a spirit of healthy competition among towns and cities to improve their service delivery to citizens, towards creating cleaner cities.

(b): Yes, Madam. Quality Council of India (QCI), an autonomous organization under the Department of Industrial Policy and Promotion, Ministry of Commerce has been engaged to conduct the Survey. QCI, through its partner agencies, provides field level assessors to collect the required data from the field, and feed them to a central Quality control team at QCI, which authenticates and processes the data, prior to submitting their assessments to MoUD.

(c): The Survey is being conducted in 435 cities/towns. The six broad areas for which detailed process and outcome indicators have been designed are given below:

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AREA OF EVALUATION WEIGHTAGE
1 Strategy for Open Defecation Free town (ODF) and Integrated Solid Waste Management (SWM) 5%
2 Information, Education and Behavior Change Communication (IEBC) activity 5%
3 Door to door Collection, Sweeping, Collection & Transportation 40%
4 Processing and Disposal 20%
5 Public & Community Toilet Provision 15%
6 Individual Toilet 15%
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The unique feature of the Swachh Survekshan is its three-pronged data collection technique: (1) from data furnished by Urban Local Bodies (ULBs) themselves, (2) from independent observations, and (3) from citizens' feedback.

The data to be collected for ranking of the cities shall be segregated into 3 main areas (1) Collection of data from and interactions with Municipal Body - weightage 45% (2) Collection of data from Direct Observation - weightage 25% (3) Collection of data from Citizen Feedback - weightage 30%

The weightage to be given to citizen feedback is proposed to be higher while ranking ULBs on various indicators of cleanliness. Moreover, to widen the reach of citizen engagement in the survey process, feedback from citizens will be collected through multiple channels, viz. digital media such as IVRS, social media, focused group discussions, etc.

(d): The Swachh Survekshan is only one of the ways for the government to gauge the progress made by cities amongst various other components of Swachh Bharat Mission, viz. sanitation (no. of ODF cites/ wards, no. of individual household toilets, community and public toilets constructed), solid waste management (status of sweeping, collection and transportation of solid waste in cites / towns, status of availability of solid waste processing facilities − waste to compost, waste to energy, recycling of construction and demolition waste), steps taken by cities to bring about awareness and behaviour change among citizens towards sanitation, and steps taken by cities to build internal capacities.

(e) A key initiative launched by the GoI, which invites participation from every citizen and every stakeholder has been the introduction of 'thematic drives (from 15th October 2015), every fortnight, where a particular sector or 'theme' is taken up for focusing on 'swachhata'. Till date, 27 such thematic drives or 'pakhwadas' have been held, each of them seeing large scale participation from citizens across sectors.

In order to bring about attitudinal and mind-set changes towards safe sanitary habits, MOUD, as part of SBM-Urban, has been organizing massive triggering activities across the country every quarter, alongwith municipalities, local NGOs, and swachhagrahis, in identified Open Defecation vulnerable spots, to sensitize communities towards toilet construction and usage. Till date, 20000 swachhagrahis have been selected across cities, to work with communities.

Parallely, an intensive multi-media campaign titled "Asli Tarakki" has been launched which is currently running across various media − TV, radio, print and outdoors, in various regional languages, to reinforce the message of importance of toilet construction and usage.

MOUD has also partnered with publishing houses such as Amar Chitra Katha, to spread the message of "swachhata" through comic book characters.

MOUD has brought out a Swachh Bharat Idea book to provide a ready reckoner of ideas for common citizens to contribute to Swachh Bharat Mission.

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